THE NETWORK

VOL. II, NO. 1
APRIL - MAY 1986

Newark Coalition for Neighborhoods

Non-Profits To Direct Economic Development Projects

Several NCN member organizations are involved in planning and organizing economic development projects in their neighborhoods. These are examples of activities neighborhood groups can initiate to contribute to the revitalization of their communities.

Last year, **La Casa de Don Pedro**, a community-based organization serving the Lower Broadway community of Newark's North Ward, began a project to convert a vacant industrial building in their target area into 6 to 8 residential units affordable to moderate-income families.

According to Diane Sterner, Director of Housing Development at La Casa, their goal in this project has been to create affordable housing for area residents and develop the capacity of the organization to take on larger economic development projects in the future.

La Casa's work has resulted in their being selected by the Enterprise Foundation, a national organization which assists community groups in low-income housing development projects, to be the developer of 45 to 50 units of low-income housing in Newark's North Ward.

This is the first time the Enterprise Foundation has worked with a Newark-based organization. The process for selecting the organization was kicked off at a

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Richard Cammarieri, Executive Director of the Newark Coalition for Neighborhoods and host of the NCN REPORT, and Bettie Davie, co-host of the new cable television show discuss coalition building with Sheila Oliver, Executive Director of The Leaguers and Ramon Rivera, Executive Director of La Casa de Don Pedro. *(see story page 5)*

Richard Cammarieri, director ejecutivo de NCN y anfitrion de "EL REPORTAJE NCN", y Bettie Davie, co-anfitriona de este discuten la creación de alianzas con Sheila Oliver, directora ejecutiva de Los Leaguers, y Ramón Rivera, director ejecutivo de La Casa de Don Pedro. *(vea la pagina 4)*

Newark Literacy Campaign Begins Activities City-Wide

Representatives of NCN member agencies The Leaguers, St. Columba Neighborhood Club and Unified Vailsburg Services Organization (UVSO) successfully completed a series of workshops conducted by The Newark Literacy Campaign (NLC) to qualify to request intensive Campaign support for their planned reading tutorial programs. At the March 21 general meeting of the NLC it was announced that UVSO will serve as the first demonstration tutorial center for the NLC.

The purpose of the Newark Literacy Campaign is to advocate for quality literacy instruction, to promote literacy as a valuable skill, and through city-wide public awareness and education, to marshall an "army" of volunteers from Newark to teach Newark citizens of all ages to read.

Richard Cammarieri, Executive Director of NCN, co-founder and board member of the Campaign, explained NCN's interest in establishing a city-wide literacy campaign by saying, "Literacy empowers people with the ability to analyze and successfully respond to the issues which affect them, their families and their neighborhoods."

With the Campaign's assistance literacy instruction will occur throughout the city as resources allow. The Campaign will support some expanding or newly created reading tutorial programs while also helping organizations conduct reading programs on their own.

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Editorial

by R. Cammarieri

Neighborhood organizations have a very special mission, one which demands high standards and consistant performance because our "bottom line" is serving some of the most basic needs of people.

The people of our neighborhoods are affected in so many ways by systems - social, political and economic - which they perceive to be, and which often are, unfair and insensitive.

Neighborhood organizations must structure themselves carefully in order to address such systems effectively. We must be able to work with representatives of these systems when we can, and work against them when we must.

Neighborhood organizations are a means to an end. Those involved with strong, effective community groups understand this. In the daily struggle to maintain our agencies, we must not lose sight of the fact that our aim is not primarily to perpetuate an organization, but to serve people. This may at times be a fine distinction, but it is an important one. If we ever get caught up in just maintaining organizations, letting the means become the ends, then we become bankrupt in a profound sense.

To remain strong and effective, neighborhood organizations must constantly and critically evaluate performance and results. The special nature of our work demands the highest level of intellectual rigor, professionalism and integrity. The people of Newark deserve nothing less than our strongest commitment to these standards.

The Network is published on a quarterly basis as a means of sharing information about issues and programs that affect our neighborhoods. We hope **The Network** will promote discussion among Newark residents on issues that are raised. We encourage residents to become involved in local community-based organizations working to address these issues.

An Interview With Rebecca Andrade

Rebecca Doggett Andrade is one of the founding board members of the Newark Coalition for Neighborhoods. She is a founder of Tri-City Union for Progress and served as its Executive Director for over 10 years. She has worked as Director of Citizens Services for Essex County and is currently Director of Personnel for the Port Authority. This is the first of a two part interview with Ms. Andrade in which she talks about the early days of NCN.

What prompted the formation of NCN in 1977?

NCN was an idea whose time had come. People involved in neighborhood organizations talked about the need to get together to identify common problems and areas of mutual interest.

The seven or eight groups that formed the core of NCN tried to identify the most pressing issues from each neighborhood. It gave us a sense of how much we could cover as a coalition.

The strongest motivation was concern over the use of CDBG funds. We felt that CDBG funds could provide important resources to revitalize our neighborhoods. We had become frustrated in our efforts to convince city government that a neighborhood policy should exist that would provide monies both for direct services and planning revitalization activities.

What were some of the difficulties you encountered in building a coalition of neighborhood groups?

The main struggle was determining the central focus for NCN; whether it should be broad issues or neighborhood specific issues. The next struggle was to set a common enough agenda to give organizations city-wide a reason to belong, and to be actively involved in the coalition.

How should government relate to neighborhood groups in serving the needs of neighborhood residents?

Once Tri-City did a neighborhood survey that revealed 75% of the people in that area rely on some form of public assistance as their major source of income. We couldn major source of income. We couldn't talk about neighborhood revitalization until we examined the impact of these public agencies and how we could get them to have a positive impact.

In the five years I worked with the Essex County government, I felt I was trying to do something inside that we could never get City government to do. I worked to develop a policy related to the kinds of things that government should use resources of neighborhood organizations to do: to solve neighborhood problems and deliver services to neighborhood people. We focused on neighborhood based service delivery.

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THE NETWORK

Published By:

NEWARK COALITION FOR NEIGHBORHOODS

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Executive Director

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Editor

Produced By:
Newark MediaWorks



La Casa de Don Pedro ha comenzado un proyecto que consiste en convertir este edificio industrial vacante, localizado en la Avenida Mt. Prospect en el norte de Newark, en 6 u 8 unidades residenciales para residentes de ingresos moderados. La Casa fue recientemente elegida por la Enterprise Foundation, una organización nacional que ayuda a grupos comunitarios con proyectos que fomentan la vivienda, para construir de 45 a 50 unidades de vivienda a bajo costo en el norte de Newark.

La Casa de Don Pedro will convert this vacant industrial building located on Mt. Prospect Avenue in North Newark, into 6 to 8 residential units affordable to moderate-income residents. La Casa was recently selected by the Enterprise Foundation, a national organization which assists neighborhood groups in housing development efforts, to develop 45 to 50 low-income housing units in Newark's North Ward.

Agencias Comunitarias Dirigen Proyectos de Desarrollo Económico

Varios miembros de NCN estan envueltos en la organización de proyectos para fomentar la economía en sus vecindarios. Estos son ejemplos de las actividades que grupos comunitarios pueden iniciar para contribuir a la revitalización de la comunidad.

El año pasado La Casa de Don Pedro, una organización comunitaria que sirve al Bajo Broadway en el norte de Newark comenzó un proyecto que convertirá un edificio industrial vacante en 6 u 8 unidades de vivienda diseñadas para familias de ingresos moderados. Según Diane Sterner, Directora del Programa de Fomento Económico y Vivienda de la Casa, la meta de dicho proyecto ha sido crear vivienda a precios módicos para los residentes del área y desarrollar la capacidad de la organización a sobrellevar mayores proyectos de fomento económico en el futuro.

La labor de La Casa ha resultado en el ser seleccionada por la Enterprise Foundation, una organización nacional que ayuda a grupos comunitarios en proyectos de vivienda, para crear de 45 a 50 unidades de vivienda a bajo costo en el norte de Newark.

El apoyo de la Enterprise Foundation en proyectos para el fomento de la vivienda a bajo costo llena una necesidad crítica en Newark. Según la Srta. Sterner a la luz de los cortes federales, "de la única manera que La Casa puede aspirar a crear vivienda para familias de recursos limitados es con la ayuda de un grupo como la Enterprise Foundation.

Esta es la pimera vez que la Enterprise Foundation trabaja con una organización comunitaria en Newark. La labor de La Casa al crear 45 o 50 unidades de vivienda representa la primera fase de un plan de dos años de la Enterprise Foundation de patrocinar la contrucción de 200 unidades residenciales a bajo costo en Newark.

El Protestant Community Centers, Inc. (P.C.C.I.), organización comunitaria que sirve partes del centro y bajo oeste en Newark, esta planificando un proyecto de fomento económico que emfatizará la revitalización y la expansión de pequeñas empresas locales. Piensan establecer un restaurante, una industria de cerrajería y la imprenta en un área de dos cuadras del distrito comercial del

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Campaña de Alfabetización Empieza Actividades

Miembros de NCN tales como Los Leaguers, St. Columba Neighborhood Club y Unified Vailsburg Services Organization han tenido éxito al finalizar una serie de talleres llevados a cabo por la Campaña de Alfabetización de Newark para recibir el apoyo intensivo de la Campaña para los programas de clases particulares de lectura que se proponen.

El propósito de la Campaña de Alfabetizacion es abogar por una educación de calidad promover la lectura y escritura como destrezas valiosas y a través de la conscientización e instrucción pública formar un "ejército" de voluntarios para enseñar a los ciudadanos de Newark de todas las edades a leer.

Richard Cammarieri, Director Ejecutivo de NCN, co-fundador y miembro de la Campaña, explicó el interés de NCN en establecer una campaña de alfabetización a nivel local al decir, "la alfabetización habilita al público con la facultad de analizar y responder con éxito a aquellos asuntos que les afectan tanto a ellos, como a sus familias y vecindarios."

En 1984 NCN junto con la Association for Children of NJ, Mutual Benefit Life y "Reading Naturally," co-fundó la Campaña de Alfabetización de Newark. Con la ayuda de la Campaña se podrá enseña a través de la ciudad hasta que los recursos lo permitan. La Campaña pretende apoyar algunos viejo y nuevo programas de clases particulares de lectura y ayudar organizaciones a conducir programas independientes. La Campaña es una organización independiente y de fines no lucrativos que iniciará su trabajo de advogacía y educación esta primavera.

Para más información sobre la Campaña de Alfabetización de Newark comunicarse con: Joan Lazar, Coordinator, Newark Literacy Campaign, c/o Newark Public Library, 5 Washington Street, Newark, New Jersey 07101.

Cartas

Por R. Cammarieri

Ya que las organizaciones comunitarias estan al servicio de las necesidades más básicas de la gente, estas tienen una misión muy especial que exige un alto nivel de estandartes y ejecución constante.

Nuestros vecindarios son afectados por factores sociales, póliticos y ecónomicos que son percibidos como y a menudo son injustos e insensitivos. Las organizaciones comunitarias deben ser estructuradas cuidadosamente para poder dirigirse a dichos factores eficazmente. Debemos de trabajar con los representantes del sistema cuando podemos; en contra de estos cuando debemos.

Las organizaciones comunitarios son el medio a un fin. En la lucha diaria por mantener nuestras agencias, no debemos perder vista del hecho de que nuestra meta no es la de perpetuar la organización sino la de servir la comunidad.

Para mantener la fuerza y eficacia, las organizaciones comunitarias deben constante y criticamente evaluar el papel que desempeñan y sus resultados. La naturaleza especial de nuestro trabajo requiere el más alto nivel de rigor intelectual, profesionalismo e integridad. Los residentes de Newark se merecen nada menos que nuestro más alto compromiso a dichos estandartes.

Se Ofrece Taller en Producción de Materiales Impresos

MediaWorks de Newark ofrecerá un taller, "La Realización de Materiales Impresos," el jueves, 24 de abril, de 9:30 a 11:30 a.m. El taller incluye: cómo trabajar con el impresor, cómo seleccionar papel y tinta, cómo ahorrar en la produción, cómo preparar la publicación a tiempo, etc. La cuota es de $35.00 por persona. Para información y matrícula llamar a Dana al 690-5474, MediaWorks, 60 Union Street en Newark.

Proyectos de Desarrollo Económico

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vecindario de Orange Street. A través de estos proyectos P.C.C.I. pretende contrarestar la deterioración y el abandono de negocios mediante nuevas o restaurados recursos de mercadería. El proyecto fomentará las metas de la agencia, proveerá entrenamiento prático, desarrollará oportunidades en empleos en el área, y proveerá beneficios que serán retornados a los servicios de fines no lucrativos para jóvenes y al fomento de la comunidad.

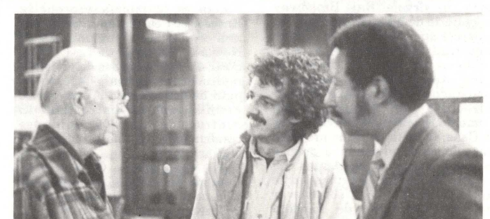
St. Columba Neighborhood Club, localizada en el sur de Broad Street en Newark, ha iniciado un proyecto comercial y residencial con un edificio en su área. St. Columba trabajará con un restaurante local para mejorar sus facilidades y rehabilita 4 unidades de vivienda a bajo costs en el mismo edificio. Sirviendo como auspiciador/asistente técnico en Club del Barrio espera fomentar la vivienda y el desarrollo comercial para los residentes del área.

Unified Vailsburg Services Organization (UVSO) dirigirá sus efuerzos de fomento económico a la restauración y venta de casas de una a cuatro familias en el área de Vailsburg del distrito este. La agencia ya ha tenido éxito al restaurar y vender una propiedad de dos familias. Actualmente estan comenzando a restaurar un segundo edificio. Los beneficios de dichos proyectos incluyen la preservación de vecindarios y la establización del valor de la propiedad.

NCN Se Presenta Una Serie de Cable T.V.

La creación de alianzas, la recaudación de fondos, el fomento económico y la vivienda son algunos de los temas a ser explorados en "Reportaje NCN," una serie de televisión de 13 semanas a ser presentada por NCN. Los programas serán anfitrionados por Richard Cammarieri y están programados a salir al aire pasa mediados de abril en Acceso Público, Cable Conecció, Canal 26.

"REPORTAJE NCN" explorará una amplia variedad de asuntos que afectan a la comunidad de Newark. Agencias representantes de NCN, grupos comunitarios, organizaciones e individuos serán entrevistados tanto en los estudios como en localidades a tráves de Newark. Bettie Davie, productora independiente de Newark y directora asociada de CBS News, será la co-afitriona de Cammarieri.



George Stoney, Profesor Asociado de Cine y Televisión en New York University habla con Jon Levine y Robert Reid despúes de dirigir un taller sobre "El Video Como Herramienta de Expresión para la Comunidad." El taller fue co-auspiciado por NCN y Cable T.V. Network de Nueva Jersey.

George Stoney, Associate Professor of Film and Television at New York University speaks with Jon Levine and Robert Reid following a workshop he conducted at Newark MediaWorks on the use of "Video as a Tool for Community Expression." The workshop was co-sponsored by NCN and the Cable Television Network of New Jersey. NCN also co-sponsored a January workshop at Newark MediaWorks for executive directors of community-based organizations entitled, "Developing Your Public Relations Effort in 1986."

NCN To Present Cable T.V. Series

The purpose of the series is to use cable television as a medium to explore a variety of issues and topics which affect Newark's neighborhoods. Representatives from NCN member agencies, community groups, organizations and individuals who are active in neighborhood growth and development in Newark will be interviewed both in-studio and on-location throughout the City.

In January, City-wide auditions were held by NCN and Newark MediaWorks to select a pool of community news reporters and a co-host for the programs. While reporters are currently being decided, Cammarieri's co-host will be Bettie Davie, an independent producer in Newark who is an associate director for CBS News.

Coalition building, fundraising, economic development and affordable housing are a few of the topics to be explored in "THE NCN REPORT," a 13-week cable television series to be presented by the Newark Coalition for Neighborhoods. Hosted by Richard Cammarieri, Executive Director for NCN, the programs are being produced by Newark MediaWorks for airing on Public Access, Connections Cable channel 26. They are scheduled to begin airing in Mid-April.

Newark Literacy Campaign *(cont'd. from page l)*

NCN was one of the co-founders of the NLC in 1984 along with the Association for Children of New Jersey, Mutual Benefit Life and Reading Naturally.The Campaign is an independent, non-profit organization which will begin its advocacy and educational work in the Spring of 1986.

Representatives of NCN, PCCI, the NAACP, the Urban League, the Public Library, the Newark Board of Education, Newark MediaWorks, La Casa de Don Pedro and Project Read serve as board members. Participants from Project Read and Mutual Benefit Life have served on planning committees during the Campaign's planning stage.

For further information on the work of the Newark Literacy Campaign contact Joan Lazar, Coordinator, Newark Literacy Campaign, c/o Newark Public Library, 5 Washington Street, Newark, NJ 07101.

Neighborhood Economic Development

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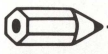
fall 1985 meeting of the Newark Collaboration Group, the organization credited with bringing the Enterprise Foundation to Newark. The Enterprise Foundation plans to sponsor the development of 200 low-income residential units in Newark over the next two years.

Protestant Community Centers, Inc. (P.C.C.I.), serving portions of the Central and lower West Wards, is planning a two-pronged economic development project focusing on commercial revitalization and the expansion of local small business ventures. They plan to establish a family restaurant, locksmith industry and a printing business in a two block section of the Orange Street neighborhood commercial district.

Through these projects P.C.C.I. seeks to counter neighborhood deterioration and business abandonment by providing new or restored market resources, provide apprenticeship training and develop local employment opportunities.

St. Columba Neighborhood Club, located in the South Broad St./Lincoln Park district of Newark, has initiated a commercial and residential development project with a building in their target area. St. Columba will work with a local restaurant to upgrade its facilities and direct the rehabilitation of 4 units for low-income housing in the same building. Serving as sponsor/technical assistant, the Neighborhood Club hopes to add to needed housing and commercial development for area residents.

Unified Vailsburg Services Organization (UVSO) is aiming its economic development efforts at the restoration and sale of deteriorating one and four family houses within the Vailsburg section of the West Ward. The agency has already been successful in the restoration and sale of a two family property. They are currently readying a second building for restoration. Benefits of UVSO's projects include the preservation of neighborhoods and stabilization of local property values.



MediaWorks To Offer Workshop on Producing Print Materials

Newark MediaWorks will present a workshop entitled "Producing Print Materials" on Thursday, April 24 from 9:30 - 11:30 a.m. The workshop will include working with the printer, selecting appropriate paper stock and ink, keeping the project on schedule, saving money in production costs and types of printing to be considered in production. The fee for this workshop, held at Newark MediaWorks is $25.00 per person.

Newark MediaWorks is a non-profit professional media production, education and training center which works with non-profit organizations, community groups and individuals. MediaWorks receives assistance in this endeavor from the Victoria Foundation. For further information on the workshop contact Dana Ross Kenney at Newark MediaWorks, 60 Union Street, 690-5474.

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Rebecca Andrade Interview

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What is your experience in working with communty-based organizations to provide community service?

When I left county government we were working with over a hundred neighborhood groups and other non-profits, administering at least 10 or 11 million dollars of services which were contracted through non-profits. These were complex, demanding services and were delivered with a high level of productivity and sensitivity by community-based organizations. I'm convinced the system works and could be used in housing and other areas as well. Newark is one of the few cities where this isn't being done on some scale.

Why is this not being done in Newark?

You need to have committed leadership: a city administration and council that believes in the concept and are willing to vote to put the structure in place, vote for those kinds of programs to go forward and press to make sure their staff work to support the neighborhood groups. Monitoring and technical assistance needs to be provided to these neighborhood groups. Governments role should be to be in the background backing up these kinds of services to people, while community-based organizations actually deliver the servics. It's really a question of mentality and leadership and until we really have that orientation in our leadership in Newark, I don't think it's going to happen.

NEWARK COALITION FOR NEIGHBORHOODS MEMBER AGENCIES

Ironbound Community Corporation
95 Fleming Avenue
Newark, NJ 07105
344-7208

La Casa de Don Pedro
75 Park Avenue
Newark, NJ 07104
482-8312

The Leaguers
750 Clinton Avenue
Newark, NJ 07108
373-2397

Newark Tenants Organization
Post Office Box 10170
Newark, NJ 07102
624-5255

North Ward Center
346 Mt. Prospect Avenue
Newark, NJ 07104
481-0415

Protestant Community Centers, Inc.
19 James Street
Newark, NJ 07102
621-2273

St. Columba Neighborhood Club
9 South Street
Newark, NJ 07102
624-4222

Tri-City Peoples Corporation
675 South 19th Street
Newark, NJ 07103
374-5252

Unified Vailsburg Services Org.
40 Richelieu Terrace
Newark, NJ 07106
374-2000

Youth Consultation Services
284 Broadway
Newark, NJ 07104

ASPIRA, Inc.
100 Halsey Street
Newark, NJ 07102
642-8080

Newark Emergency Services for Families
303 Washington Street
Newark, NJ 07102